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Editorial

American Woman's Society of Certified Public Accountants

American Society of Women Accountants

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EDITORIAL

This issue marks the beginning of another year for THE WOMAN CPA, with a new staff of editors, except for Alberta R. Crary, whom we are very fortunate to have again as Tax Editor. She is a member of the firm of Crary & Thompson, public accountants and auditors, and for many years has specialized in tax matters. She is the First Vice-President of ASWA and of the Los Angeles Chapter of ASWA. Her section, covering articles on various phases of taxes, as well as short items on new developments in taxation, has in the past been one of the most popular sections of the Bulletin.

It gives me great pleasure to introduce the new associate editors, whose able assistance should insure the continued success of each of the departments for which they are individually responsible.

Assistant Editor — Helen Lord, C.P.A. New York, partner of the firm of Lord & Lord since 1935, when she received her C.P.A. certificate. She is a graduate of Horace Mann School for Girls and Smith College where she received an A.B. degree, later attending New York University School of Business Administration as a graduate student. Her memberships in various organizations include AWSCPA, The American Institute of Accountants, and The New York State Society of Certified Public Accountants. She has served as Director, Treasurer and Financial Chairman of the Alumnae Association of Smith College, and Director of the Westchester Smith College Club and Smith College Club of New York.

Coast-to-Coast Editor — Paula Reinisch. As a member of the organization committee for the Grand Rapids Chapter of ASWA, which was sponsored by Julia G. Norse, C.P.A., in 1943, she helped make it the largest chapter by the end of its first year. She has displayed talent as concert violinist in

symphony, concert and dance orchestras, as well as in solo work. She is at present Executive Secretary and Assistant Treasurer of the Grande Brick Company. Memberships in various organizations include ASWA, Business Girls' Co-operative Club, in which she is a past officer, Catholic Daughters of America, and Mount Mercy Alumnae Association. She also holds a life-long honorary membership with the Underwood Typewriter Company — an evidence of still another talent, that of expert typing.

Idea Exchange Editor — Emily Berry, a charter member of the ASWA, is a past president of the Indianapolis Chapter ASWA. Under her leadership this chapter has continued to show splendid progress. She has attended Indiana University extension classes and has been in the employ of J. D. Adams Manufacturing Co. since January 1920 and in the accounting department of this firm since May 1927.

Literary Editor — Susie Sudderth, National Treasurer of ASWA, was the first president of the Atlanta Chapter of ASWA. She is tax accountant for the Retail Credit Company, has a B.S.C. degree from the Evening College of the University System of Georgia and is a member of Delta Mu Delta, national honorary commerce fraternity. Her interesting article on Employee Pensions appeared in the October 1944 issue of THE WOMAN CPA.

COMMITTEES — AWSCPA

The Executive Committee is composed of Ethleen Lasseter, and Jennie Palen, President and Vice-President, respectively, of AWSCPA, Ruth Clark and Mrs. Julia Benton Hopkins.

Other committees and their chairmen are:

Membership—Margaret Lauer, New Orleans
Public Relations—Mrs. E. Burcham Crippen, Bell, California
Year Book—Heloise Brown, Houston
AWSCPA Award—Hazel Skog, Spokane
Legislative—Mrs. Ruby C. Freligh, Toledo

COMMITTEES — ASWA

The chairmen of ASWA committees are:
Public Relations—Jane E. Goode, Los Angeles
Advisory—Evelyn Forsyth, Grand Rapids
Publicity—Mary Lanigar, San Francisco
Finance and Budget—Susie Sudderth, Atlanta
Program—Phoebe Comer, Indianapolis
Educational—Frances H. Sadauskas, Chicago
Membership—Margaret Stanko, Cleveland

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Congratulations from the AWSCPA and ASWA members to Mrs. Julia Benton Hopkins, formerly examiner for the Board of Governors of the Federal Reserve System, who recently resigned as tax counsellor for Pennsylvania-Central Airlines to engage in the practice of law, specializing in tax and aviation law with offices in Washington, D.C. We trust the new venture will be most successful in every way.

THE EDITOR

In your President's message in this issue she speaks of the contribution made by our public relations program to the improved status of women in accountancy and of the need to intensify that program.

We are not alone in our emphasis on public relations work. The Secretary of The American Institute of Accountants, in the October issue of *THE JOURNAL of ACCOUNTANCY*, devotes more than a page to the discussion of public relations. We quote him:

"If the accounting profession equips itself with the finest personnel, and adheres to the highest technical and professional standards, its battle for new and greater opportunities will be only half won unless the public knows these things."

After commenting at some length on the Society's activities in cooperating with bankers, stock exchanges, legislatures, the SEC, railroad and utilities commissioners, and other organizations, he continues:

"Strong support for all these activities is provided by general newspaper publicity, radio broadcasts, magazine articles, addresses by accountants before other groups; in short, by transmittal of information about accounting to the general public at every suitable opportunity. This is part of the Institute's public relations program. . . .

"Personnel, professional standards, and public relations are the three main pillars of the profession. They must be strengthened and maintained if public accountants are to find the widest opportunity for the highest type of public service."

The President of the New York State Society of C.P.A.'s stated in a recent issue of *THE NEW YORK CERTIFIED PUBLIC ACCOUNTANT*:

"In the third field — that of public information — much lies ahead of us and much can be done. We must throw off some of the shackles of ultra-conservatism, stir our imagination and have the skilled, full-time help of a public relations man of broad experience."

As members of the profession we participate in the individual programs of the Institute and of our state societies. And we believe that in working for our own project — a more enlightened public opinion concerning women in the field of accountancy — we are aiding their program as much as our own.

* * *

The growing public consciousness that women have won a place for themselves in the field of accountancy is evidenced by the appearance of an article in the November issue of *MADEMOISELLE* dealing with jobs and futures for women in accounting. The article was written by Gertrude Gordon Sachs and is entitled, "A Head for Figures."

We quote from her article as follows:

"One of the most distinguished national accounting firms has, since 1942, financed the training — at Connecticut College and Northwestern University — of more than 100 women from as many colleges around the country for postgraduate courses leading to junior accountant positions on its staff . . . Already college accounting courses are filled with women, since what started as an experiment has proved its worth."

* * *

We are pleased by the reference to us on the first page of the October issue of *THE CERTIFIED PUBLIC ACCOUNTANT*, published by The American Institute of Accountants. In commenting on the advantages of the new form in which this publication appears, the Secretary says, "There will be more space available, too, for information about the men *and women* (the italics are ours) in the profession who are doing things."

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Mary Helen Mathieson, Evanston, Illinois (a Montana candidate) received an honorable mention in connection with the Elijah Watt Sells award for excellence in the Institute's May C.P.A. examination.

JENNIE M. PALEN